

**IMAGE RESTORATION STRATEGY OF PT PERTAMINA HULU  
ENERGI**

**(A News Framing Analysis of PT PHE After PHE ONWJ Oil  
Spill On Tribunnews.com Online News Portal)**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree in  
Communication Science Department Faculty of Communication and Informatics**

**By:**

**MUKHLIS NURROHMAN**

**L100164005**

**DEPARTMENT OF COMMUNICATION SCIENCE  
FACULTY OF COMMUNICATION AND INFORMATICS  
MUHAMMADIYAH UNIVERSITY OF SURAKARTA  
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Oleh:

**MUKHLIS NURROHMAN**

**L 100 164 005**

Has been reviewed and approved to be tested by:

The supervisor,

A handwritten signature in black ink, appearing to be 'Dian Purworini', written over a vertical line.

**Dr. Dian Purworini, MM**

**NIK. 1102**

ACCEPTANCE

IMAGE RESTORATION STRATEGY OF PT PERTAMINA HULU ENERGI

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BY

MUKHLIS NURROHMAN

L 100 164 005

Has been maintained in front of the Examiner's Board

Communication and Informatics Faculty

Universitas Muhammadiyah Surakarta

On 06 November 2020

and declared eligible

Examiner's Board:

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(Head of The Examiner's Board)
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(Member I of The Examiner's Board)
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**Mukhlis Nurrohman**

**L 100 164 005**

**IMAGE RESTORATION STRATEGY OF PT PERTAMINA HULU ENERGI  
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Tribunnews.com Online News Portal)**

**Abstrak**

Penelitian ini berfokus pada pemberitaan mengenai tumpahan minyak PHE ONWJ. Tumpahan minyak disebabkan oleh adanya kebocoran pada sumur YYA-1 PHE ONWJ. Isu tumpahan minyak tersebut telah diberitakan oleh banyak portal berita, mulai dari berita awal kejadian terjadi hingga penanganan yang dilakukan oleh PT PHE. Tentu isu tersebut dapat mengancam *image* perusahaan jika tidak langsung direspon oleh PT PHE. Tribunnews.com adalah portal berita yang paling banyak memberitakan tumpahan minyak PHE ONWJ dengan jumlah 69 berita periode 15 Juli 2019 hingga 16 Januari 2020 dalam skala nasional. Penelitian ini bertujuan untuk mengetahui bingkai berita mengenai strategi *image restoration* dari PT PHE dalam memperbaiki *image* pasca tumpahan minyak PHE ONWJ. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode analisis framing model Robert Entman. Penelitian ini juga menggunakan teori *image restoration* yang menunjukkan PT PHE menggunakan tiga strategi *image restoration* untuk merespon isu krisis yaitu *mortification*, *compensation*, dan *corrective action*. Namun, PT PHE lebih sering menggunakan strategi *corrective action* untuk merespon krisis karena dapat memunculkan isu positif, melindungi *image*, dan menghilangkan persepsi negative pada perusahaan.

**Kata Kunci:** framing, tumpahan minyak, *image restoration*, PT PHE.

**Abstract**

This research focuses on the reporting of the PHE ONWJ oil spill. The oil spill was caused by a leak at the YYA-1 PHE ONWJ well. The issue of the oil spill has been reported by many news portals, from the initial news that the incident occurred to the handling carried out by PT PHE. Of course, this issue can threaten the company's image if PT PHE does not respond immediately. Tribunnews.com is the news portal that most reports on the PHE ONWJ oil spill with 69 news stories for the period July 15, 2019 to January 16, 2020 on a national scale. This research aims to determine the news frame regarding the image restoration strategy of PT PHE in improving the image after the PHE ONWJ oil spill. This research used a qualitative descriptive approach with the Robert Entman framing analysis method. This research also used image restoration theory which shows PT PHE uses three image restoration strategies to respond to crisis issues, namely mortification, compensation, and corrective action. However, PT PHE often uses corrective action strategies to respond the crisis because it can raise positive issues, protect its image, and eliminate negative perceptions of the company.

**Keywords:** framing, oil spill, image restoration, PT PHE.

# **1. INTRODUCTION**

## **1.1 Background of Study**

In the information and communication technology development , the public can easily find and obtain information through the media. That information can be in the form of facts framing from the media and indirectly affects public opinion. The media produces the information through journalists. According to Suci (2019), the journalist's frame holds its own intention in writing to construct the reality. For this reason, Public Relations (PR) as a source of company information must provide information to journalists. The goal is that PR through journalists can influence public perception (Prastya, 2016).

PR plays an important role in building a good corporate image in the public's point of view through media content. According to Jefkins in Putra (2018) PR has a function in identifying and anticipating issues in the steps to restore the company's image. PR also has strategies in terms of building, maintaining or restoring the image. One of them is the public relations strategy in responding to a crisis that threatens the company's image. However, responding to a crisis that threatens the image is not as easy as falling off a log. It has the same case with public relations of PT Pertamina Hulu Energi (PT PHE). PR of PT PHE also uses strategies in responding to a crisis that threatens the company's image.

In the middle of July 2019 Indonesian people were shocked with the news of an oil spill in the north of Java Island, more precisely located off Karawang Beach, West Java. The oil spill occurred at YYA-1 well or the assets of PT Pertamina Hulu Energi Offshore North West Java (PHE ONWJ) (Republika.co.id, 2019). Quoted from mongabay.co.id oil spill adversely affects the marine ecosystem and the people who live on the coast of Karawang Beach. The society in the affected areas also complained about their deteriorating health conditions. This oil spill became increasingly serious due to there were more than eight villages and three islands in Kepulauan Seribu which affected by the oil spill (Mongabay.com, 2019). In addition, the data from the Karawang Regency's Office of the Environment Agency, recorded 232.000 mangrove trees exposed to oil. This number is the part of the 935.000 trees planted in the last 5 years along the northern coast of Karawang (Mongabay.com, 2019). Exactly the issue can threaten PT PHE's image because an issue that can be called a crisis is an issue that threatens the image of a company (Kriyantono, 2014).

The issue of oil spill had already been reported by many news portals, ranging from the initial news of the incident to handling by PT PHE. However, the company did not know about the types of news in the news portal. Is it positive or negative reporting? In that news, the media has a role in shaping and influencing public opinion about the issue that is

happening (Culley, et al, 2010). The media also has the ability to frame a reality in delivering the news. News writers (journalists) in their writings also hold views that can only be interpreted through framing of the events being discussed (Sholehah, 2019).

Low et al in Purworini (2017) states that in the image restoration study, they did not see the role of the media in a crisis situation that harms the company's image. Media reporting becomes a source of data to understand how companies can communicate the crisis they are experiencing. Framing chooses certain aspects of an event, so that it can be known by the public (Guazina et al., 2019). Robert N. Entman (1993) states that framing analysis in the news can go through four elements, namely define problem, diagnose cause, make moral judgment, treatment recommendation. The framing element can be a tool for researchers to understand how tribunnews.com frames news about PT PHE's image restoration strategy in the media (Eriyanto, 2011).

Hartiana (2014) had conducted a research about framing entitled "*Citra Perusahaan Dalam Berita Krisis Perusahaan*" shows that there is a negative reporting regarding the image of the Perusahaan Daerah Taman Satwa Kebun Binatang Surabaya (PDTs) in the Harian Jawa Pos and Koran Sindo. Framing in Hartiana (2014) research explains the negligence and carelessness of the management that caused the death of the African Lion at the Surabaya Zoo. Then, Mehta (2012) research entitled "The Image Restoration of BP" frames 6 news portals about the British Petroleum (BP) oil spill in the Gulf of Mexico. The research shows The Miami Herald, The Houston Chronicle, and USA Today are more concerned with reporting on organizational decisions that made at the post-crisis stage. On the other hand, The London Times, The New York Times and The Times Picayune are more focused on financial loss due to the crisis.

Furthermore research from Mehta (2012) also concluded that BP responded to the oil spill crisis by using a corrective action strategy. The strategy is also to show that BP has taken the steps to correct mistakes (Mehta, 2012). Subsequent research that discusses image restoration strategy was conducted by Purworini (2017). The research entitled "*Strategi Perusahaan PT Indo Beras Unggul (PT IBU) Dalam Merespon Dugaan Pelanggaran Hukum*" shows that PT IBU uses an image restoration strategy in the form of shifting the blame and a corrective action strategy. According to Benoit in Purworini (2017) shifting the blame strategy is not an effective strategy in restoring company image, the proof is that some layers of society still think that PT IBU is committing a violation of the law. However, there is one strategy, namely image restoration strategy which is carried out by PT IBU, namely a

corrective action strategy or correcting mistakes. So this strategy can prevent the issue from progressing (Purworini, 2017).

Based on the above problems, the research question in this study can be formulated "How does tribunnews.com frame the news about PT PHE's strategy in restoring the image after the PHE ONWJ oil spill?" Based on the research question, the research purpose of this study is to find out the news frame of tribunnews.com regarding PT PHE's strategy in restoring the image after the PHE ONWJ oil spill. The research object used in this study is tribunnews.com online news portal. The tribunnews.com news portal was chosen as the object of this study because the media often reports about the PHE ONWJ oil spill with a total of 69 news in the period July 2019 to January 2020, more than any other online news portal on a national scale. The selection of the tribunnews.com online news portal was also based on the results of a comparison of several other online news portals such as Kompas.com with 25 news, detik.com with 41 news and Republika.co.id with 46 news.

According to Golding & Murdock (1991), there are three main tasks of a political economy approach to a text in mass media studies. First, analyzing text production. Second, analyzing the text that has been produced by the media. Third, assessing the political economy from the perspective of cultural consumption, there is a view of the public freedom in giving meaning that is polysemic. In this framing research, the study focus will be on the texts analysis that produced by the media.

## **1.2 Related Theory**

### **1.2.1 Framing Theory by Robert N. Entman**

Framing is defined as the process of making a message more prominent, so that the audience is more focused on the message (Eriyanto, 2011). The emphasis is intended to place the information more easily remembered and more easily understood by the public. In the study of PR framing by Robert N. Entman, it can assist PR in determining the most effective frame and can provide benefits to the organization (Prastya, 2018). Framing as one of the organization's efforts to influence public perceptions of the conditions that are happening.

In this study, the researcher will use Entman framing analysis. According to Entman (1993) framing has a way to express the power of a communication text. Entman framing can also find out the strategies that is used by an organization in dealing with certain conditions (Prastya, 2018). According to Robert N. Entman (1993), there are four elements in conducting a framing analysis, namely define problem, diagnose cause, make moral judgment, and treatment recommendation.



The first Entman framing element is define problem. Define problem tries to see how events are seen as what problems. Diagnose Cause is a framing element that analyzes the cause of an event. Diagnose Causes try to understand what and who is the source of the problem. Make moral judgment framing element is to give moral choices to an event. In this element, whether to justify or give an argument on the problem that occurred. Treatment Recommendation is used to assess what the journalist wants, what the kind of solution is used to solve the problem.

### 1.2.2 Image Restoration Theory

According to Fearn-banks (2011), in theory of *image restoration* organizational will determine what threatens the *image* and also determine how to maintain or restore a positive image in society. According to William L. Benoit, there are five image restoration strategies, namely *denial*, *evasion of responsibility*, *reducing offensiveness*, *mortification*, and *corrective action* (Benoit, 1997).

Denial is a denial strategy to respond to accusations. According to Coombs & Schmidt (2009) the company considers no mistakes. In the denial strategy there are two models namely simple denial dan shifting the blame (blaming others).

Evasion of responsibility is a strategy of avoiding responsibility due to reducing the company losses due to the crisis. In this strategy there are four models, namely provocation (response from other actions), defeasibility (the lack of information in making decision), accident (occurring due to an accident), good intention (reasoning that actually only wants to do a good thing) (Benoit, 1997).

Reducing offensiveness of event is a strategy to reduce the negative perceptions in the society's minds (Masduki, 2014). This strategy has several models, such as minimalization (convincing the public that the crisis is not as bad as what is thought), bolstering (reviewing positive company actions in the past), differentiation (comparing that there are bigger problems out there), attack the accuser (attacking the credibility of the others), and compensation, (providing compensation) (Benoit, 1997).

The next two strategies are mortification and corrective action. Mortification is a company's strategy to admit the mistakes, apologize and take responsibility (T. Coombs & Schmidt, 2009). Corrective Action is a strategy in which the accused attempts to restore the image by promising that the action will be restored as soon as possible (Masduki, 2014).

### 1.2.3 PT Pertamina Hulu Energi

According to internal document of PT Pertamina Hulu Energi (Integrated Annual Report of PT PHE, 2018). PT Pertamina Hulu Energi (PT PHE) is a subsidiary of PT Pertamina (Persero) which is engaged in the management of upstream oil and gas. Based on the Company's Articles of Association No.39 dated April 21, 2016, it was stated that the business activities of PT PHE were the management of the upstream oil and gas sector. PT PHE also has more than 25 subsidiaries, one of them is named Pertamina Hulu Energi Offshore North West Java (PHE ONWJ). PHE ONWJ has a working area located in the north of Java Island. In the PHE ONWJ working area, there are several oil and gas wells, one of them is the YYA-1 well.

## 2. METHOD

The study was conducted using descriptive qualitative research which seeks to interpret the news writing with framing analysis techniques. The research using a descriptive qualitative form aims to describe systematically, factually, and accurately about facts, the nature of populations, and certain objects (Kriyantono, 2014). The framing Entman analysis method is used to find out how the reality is created and constructed by *tribunnews.com* regarding news of the image restoration strategy of PT PHE after PHE ONWJ oil spill. Entman Framing was chosen because the framing can analyze news based on the vocabulary emphasized so that it is more prominent and easily remembered by the public.

The selection of *tribunnews.com* as the object of the research because *tribunnews.com* often reports on the PHE ONWJ oil spill with a total of 69 news in the period July 15, 2019 to January 16, 2020. That number is more than any other online news portal on national scale. The population in this study is all news about the PHE ONWJ oil spill on *tribunnews.com* during that period. The researcher uses a nonprobability sampling design, so the researcher does not provide opportunity for every element of the population as a sample (Ruslan, 2017). Purposive sampling technique is used by researcher to obtain sample according to the characteristics required. The characteristics of the news articles needed are an outline of the news about the PHE ONWJ oil spill and reporting of PT PHE's image restoration strategy after the oil spill PHE ONWJ. The researcher determined 11 news articles as a sample that had been adjusted according to the characteristics. The data collection technique in this research is documentation study, namely by collecting data on *tribunnews.com* articles for the period of July 23, 2019 – January 16, 2020 regarding PHE ONWJ oil spill. In addition, it also

conducts literature study by visiting the library to look for the sources of data which is needed to support research results.

Data processing techniques are carried out by steps that are tiered in accordance with framing Entman analysis (Eriyanto, 2011). (1) Define problem, researcher at this stage looks at the problem that is defined by tribunnews.com regarding the PHE ONWJ oil spill on tribunnews.com from July 23, 2019 to January 16, 2020. (2) Diagnose cause, the next stage the researcher attempts to process data, classify data and estimate the cause of the problem. (3) Make moral judgment, this stage analyzes the arguments used to deal with the PHE ONWJ oil spill problem. (4) The final stage, namely Treatment recommendation, at this stage emphasizes the solutions offered and must be taken to overcome the problem.

This research will use intersubjectivity agreement to analyze the truth of the data source. Intersubjectivity agreement is used by combining data from research subjects with data from other subjects (Kriyantono, 2014). This study uses the text of the PHE ONWJ oil spill reporting on the tribunnews.com news portal. Then it is combined with a literature study or reference source related to the case.

### 3. RESULTS AND DISCUSSION

#### 3.1 Research Results

In this research, researcher analyzed an online news portal, namely tribunnews.com for the period July 23, 2019 to January 16, 2020. The headlines of the news are as follows;

Table 1. Analyzed tribunnews.com news articles.

No	Date of Reporting	Tittle of News
1.	July 23, 2019	<i>Tangkapan Nelayan Menurun Drastis Akibat Tumpahan Minyak di Perairan Karawang</i>
2.	July 24, 2019	<i>Pertamina Maksimalkan Penanganan Kasus Tumpahan Minyak di Karawang</i>
3.	July 25, 2019	<i>Pertamina Libatkan Perusahaan Amerika Tangani Kebocoran Pipa Minyak di Lepas Pantai Karawang</i>
4.	July 29, 2019	<i>Kiara Prediksi 3.000 Barel Minyak Mentah Pertamina Tumpah dan Cemari Laut Jawa</i>
5.	August 8, 2019	<i>Siaga 5 Ambulance Emergency PHE ONWJ Tingkatkan Layanan Kesehatan di Karawang</i>
6.	August 15, 2019	<i>Nelayan Pulau Seribu Terimbas Tumpahan Minyak Pertamina di Perairan Karawang</i>

7.	September 14, 2019	<i>PHE ONWJ Cairkan Dana Kompensasi Tahap Awal Tumpahan Minyak Sumur YYA-1 di Kabupaten Karawang</i>
8.	September 20, 2019	<i>Pertamina Hulu Energi Janji Pulihkan Lingkungan Terdampak Tumpahan Minyak</i>
9.	September 29, 2019	<i>Setelah Menutup Sumur YYA-1, Pertamina Fokus Pemulihan Wilayah Terdampak</i>
10.	October 26, 2019	<i>Penanggulangan Tumpahan Minyak Selesai, PHE Pulihkan Lingkungan di Kepulauan Seribu</i>
11.	January 16, 2020	<i>Kualitas Air Laut di ONWJ Kini Membaik, Nelayan: Tangkapan Ikan Meningkat</i>

### 3.1.1 Define Problems

Tribunnews.com highlighted the issue of the impact of the YYA-1 PHE ONWJ oil spill. Tribunnews.com narrated that the oil spill was detrimental to residents such as fishermen and fish pond farmers because they lost their livelihoods. The narrative was found in the news on July 23, 2019. The following is an excerpt from the news article:

*Warga mengkhawatirkan soal pencaharian mereka karena dengan produktivitas hasil tangkapan yang menurun drastis, tentu warga tidak mau memaksa untuk melaut lagi. Selain bahaya, ongkos bahan bakarnya dipastikan membengkak (Tribunnews.com, 2019).*

To paraphrase the news on July 23, 2019, tribunnews.com wrote one of the direct impacts of the ONWJ PHE oil spill on the society. Many people living off the sea have lost their livelihoods as catches have decreased dramatically. Automatically the community suffers a loss.

The narrative regarding the impact on society was repeated in the news on July 29, 2019. Tribunnews.com wrote that due to the oil spill, a number of fishermen in Karawang stopped going to sea because the sea was polluted with crude oil (Tribunnews.com, 2019). In addition, tribunnews.com on the news on August 15, 2019 shows one example of fish farmers who suffered losses due to oil spill. This farmer experienced crop failure because as many as 300 more of their grouper seeds died from the water that was contaminated with oil (Tribunnews.com, 2019).

### 3.1.2 Diagnose Cause

The issue of an oil spill originated from a gas leak that caused air bubbles in the YYA-1 PHE ONWJ well and had an impact on the surrounding environment. The news about tribunnews.com does not clearly state the causes of the impact. However, tribunnews.com

narrated the cause along with the narrative of restoration made by PHE ONWJ. This was written in the news on July 24, 2019.

*PT Pertamina terus mengatasi kebocoran gas yang menimbulkan gelembung udara di sumur YYA-1 Blok ONWJ (Tribunnews.com, 2019).*

Reporting on July 24, 2019, tribunnews.com indirectly wrote that the cause of the oil spill was a gas leak that caused air bubbles in the YYA-1 well. However, tribunnews.com wrote the news on July 24, 2019 by adding the word "*mengatasi*" (overcome).

The news quotes on July 25, 2019 also implies that the cause of the impact was oil and gas leaks. The following is an excerpt from the news article:

*Direktur Hulu PT Pertamina, Dharmawan H Samsu menjelaskan pihaknya melibatkan perusahaan asal Amerika Serikat, Boots & Coots, untuk menangani kebocoran minyak bumi dan gas alam di Blok Migas ONWJ di lepas Pantai Karawang, Jawa Barat (Tribunnews.com, 2019).*

In the news above, add the word "*menangani*" (handle). The addition of the word proved that tribunnews.com tried to report the cause with a positive issue because the two reports above were reported in July, which month the crisis was occurring.

### 3.1.3 Make Moral Judgement

In the news of tribunnews.com, there were several news articles highlighting the impact of the PHE ONWJ oil spill. Quoted from the news of tribunnews.com, there are several statements made by representatives of community leaders, organizations and governments affected by the oil spill. The first was in the news on July 23, 2019, showing a statement from Timin, the head of Tirtasari Hamlet. Timin, at the same time representing the fishing profession, stated that fishermen's catch decreased drastically when the oil spill occurred in the north of Karawang Beach (Tribunnews.com, 2019). Quoting from tribunnews.com Timin also added that in Tirtasari Hamlet, almost 85 percent of residents who work as fishermen are unemployed due to the oil spill incident.

Furthermore, the news of tribunnews.com on July 29, 2019, Secretary General of the Koalisi Rakyat untuk Keadilan Perikanan (Kiara) Susan Herawati suspected that around 3,000 barrels were spilled and polluted the sea.

*Susan menduga kebocoran minyak lebih banyak sehingga tidak cepat diatasi dan dirilis luasan kebocoran minyak di laut. Susan juga mengatakan akibat kebocoran minyak itu, sejumlah nelayan harus berhenti melaut akibat laut yang sudah tercemar (Tribunnews.com, 2019).*

On the same news, the Regent of Karawang, Cellica Nurachadiana, was worried about the health of her citizens, so Cellica closed tourist beaches that had been affected by the oil spill.

*Pantai ditutup karena Cellica khawatir tumpahan minyak mentah akan berdampak pada kesehatan masyarakat sekitar pantai serta ekosistem laut (Tribunnews.com, 2019).*

### 3.1.5 Treatment Recommendation

PT PHE has started to repair and restore the areas affected by the oil spill. The activities carried out by PT PHE include health services, environmental restoration, and social recovery for the affected residents.

*VP Relations Pertamina Hulu Energi, Ifki Sukarya menyatakan PHE ONWJ telah menyiagakan ambulance dengan standart emergency yang dilengkapi dengan alat defibrilasi jantung otomatis (Automated External Defibrillator/AED), obatan-obatan serta paramedis yang berpengalaman (Tribunnews.com, 2019).*

The results of paraphrasing the news of tribunnews.com above which was published on August 8, 2019 PHE through PHE ONWJ has provided health facilities and services for affected residents. In addition, as quoted from tribunnews.com, PT PHE through its subsidiary PHE ONWJ has also paid initial stage compensation for residents affected by the oil spill.

*Menurut Afif Saifudin, Direktur Pengembangan PHE mengatakan telah melakukan pembayaran kompensasi tahap awal kepada 10.271 warga yang terdampak dengan total dana sebesar Rp 18,54 miliar. Pencairan dana kompensasi tersebut akan dimulai dari Kabupaten Karawang, Jawa Barat (Tribunnews.com, 2019).*

The excerpt from the news article above was written on the news on September 14, 2019. At the same report, the Regent of Karawang, Cellica Nurachadiana appreciated the quick steps taken by PHE ONWJ in providing initial stage compensation funds. On her point of view, the provision of initial stage compensation went well because of the collaboration between PHE ONWJ, district governments and other agencies.

Furthermore, quoting from tribunnews.com on September 20, 2019, PT PHE ensures that it will restore the environment in the affected areas.

*“Komitmen kami akan memulihkan lingkungan terdampak seperti semula. Target penanaman mangrove dan rumah ikan akan segera dilakukan sesuai data yang diterima PHE ONWJ saat ini,” kata Ifki Sukarya (Tribunnews.com, 2019).*

The text excerpt presented above shows that PT PHE was committed to restoring the environment affected by the oil spill. This recovery is done by replanting mangroves and

transplanting coral reefs. In addition, the news on September 29 2019 that PT PHE will make recovery through the company's CSR program.

*Menurut Ifki Sukarya Program CSR yang dijalankan mencakup 4 aspek utama yakni lingkungan, kesehatan, pendidikan dan pemberdayaan ekonomi (Tribunnews.com, 2019).*

Quoted from tribunnews.com on the news, Ifky Sukarya said 4 aspects of CSR will be carried out, first in the environmental sector, PHE ONWJ will plant and maintain 83,000 mangroves in three areas, namely Karawang, Bekasi and the Thousand Islands. Second, in the health sector, PHE ONWJ in collaboration with Pertamedika fielded 10 doctors, 69 paramedics and 5 ambulances spread across 10 Health Posts. Third, PHE ONWJ will also continue to help improving various educational facilities and infrastructure as well as other infrastructure needed by residents. Fourth, to support economic recovery, as an initial stage, the process of disbursing compensation funds has been initiated (Tribunnews.com, 2019).

In the news of tribunnews.com on October 26, 2019, the result of PHE's commitment in protecting and preserving the environment is the completion of the response to the PHE ONWJ oil spill. This is evidenced by the symbolic handover of key posts from PHE to the Regent of the Kepulauan Seribu. The following is an excerpt from the news article.

*Meidawati Dirut PHE secara simbolis menyerahkan kunci Posko Bersama PHE ONWJ dan Kab Administrasi Kepulauan Seribu yang berada di Pulau Untung Jawa kepada Bupati Kepulauan Seribu yang menandai berakhirnya kegiatan penanggulangan oil spill sumur YYA-1, Blok Offshore North West Java (ONWJ) khususnya di Kepulauan Seribu (Tribunnews.com, 2019).*

Furthermore, according to Gopar, the head of the Pusaka Jaya Utara Karawang fishermen association on January 16, 2020, the water quality in PHE ONWJ's operational waters is considered to have improved, when compared to when the YYA-1 well was leaking.

*“Bagus sekali sekarang. Benar-benar pulih airnya. Tangkapan kami juga sudah kembali seperti semula rata-rata 15 kilogram setiap melaut. Ketika ada tumpahan minyak, perolehan ikan kami benar-benar turun drastis, bahkan sampai 1-2 kilogram saja” kata Gopar (Tribunnews.com, 2020).*

Regarding the restoration of water quality in the operational waters of PHE ONWJ, the Ministry of Environment and Forestry (KLHK) has confirmed in the same report.

*“Untuk air laut berdasarkan hasil kajian Kementerian Lingkungan Hidup dan Kehutanan (KLHK) dan IPB sudah memenuhi baku mutu sesuai Kepmen 51 tahun 2004” kata Karliansyah Dirjen Pengendalian Pencemaran dan Kerusakan Lingkungan KLHK (Tribunnews.com, 2020).*

According to Karliansyah, from the quote above, the results of the KLHK and IPB study stated that the sea water in the operational waters of PHE ONWJ was not contaminated with crude oil from the leak of the YYA-1 well.

From the discussion above, here are the results of Entman framing analysis;

Table 2. Entman Framing Analysis Results.

<b>Entman Framing Analysis</b>	
Define Problem	PHE ONWJ's oil spill has an impact on the number of residents have lost their livelihoods, fishermen's catch that has decreased drastically, and fishpond farmers have failed harvests.
Diagnose Cause	The PHE ONWJ oil spill occurred because of a gas and oil leak in the YYA-1 PHE ONWJ well.
Make Moral Judgment	A statement regarding the impacts that have been experienced and expressed by representatives of community leaders, organizations and governments affected by the oil spill.
Treatment Recommendation	PT PHE has started to repair and restore areas affected by the oil spill. The activities carried out by PT PHE include health services, environmental restoration, and social recovery for the affected residents.

### 3.2 Discussion

Tribunnews.com is an online news portal that reports on the issue of the PHE ONWJ oil spill. However, tribunnews.com pays more attention by writing 69 news articles. Tribunnews.com started reporting in July 2019 regarding the impact of the PHE ONWJ oil spill. Tribunnews.com ended its reporting in January 2020 by discussing the results of the handling that had been carried out by PT PHE.

In a report about the company's crisis, it can be seen what strategies were used in dealing with it. One such strategy is an image restoration strategy. This strategy is contained in an image restoration theory developed by William L. Benoit. According to Coombs & Holladay (2010), image restoration theory is used by several companies because this theory can directly communicate the company's activities to the public, thereby maintaining the company's positive reputation. According to William L. Benoit, there are five image restoration strategies, namely denial, evasion of responsibility, reducing offensiveness, mortification, and corrective action (Benoit, 1997).



Framing is useful for dissecting the media's ways of framing reality in news (Entman, 1993). The framing by the media will influence public opinion about what happened. Therefore, this research was conducted to see how tribunews.com (media) framed the news about the strategy of PT PHE in restoring its image after the PHE ONWJ oil spill.

The results of analyzing 11 tribunews.com news articles regarding the PHE ONWJ oil spill found several image restoration strategies used by PT PHE in dealing with its company's crisis. This can be seen from the writing of news article titles, words choice, and quotation of the sources' opinions which were analyzed using Entman framing analysis. After that, the analysis results will be related to the image restoration theory.

The first stage of Entman framing analysis is define problem. In this stage it is done by finding the main problem of an event. The result of the analysis of the tribunews.com news highlight the issue of the impact of the PHE ONWJ oil spill.

The impact highlighted by tribunews.com is regarding the loss of people's livelihoods. This impact was found in a news article dated 23 July 2019 and was repeated in the news on 29 July 2019. To paraphrase the news on 23 and 29 July 2019, tribunews.com wrote that people living from the sea had lost their livelihoods because their catch decreased drastically due to the oil spill. A number of fishermen in Karawang stopped going to sea because the sea was polluted with crude oil. Automatically the community suffers a loss. Similar experiences have been experienced by the states of Louisiana and Texas in the United States which were affected by the oil spill in the Gulf of Mexico (Norman, 2017). The two states are the center for the development of fish seedlings and the fishing industry which has experienced a loss of up to 77% of production before being affected (Norman, 2017).

At the stage of diagnose cause the researcher have analyzed the things that cause these problems to arise. How did this incident start? What caused the problem to arise? The case of the PHE ONWJ oil spill was caused by a gas leak that caused air bubbles in the YYA-1 well. The cause of the oil spill appeared on two reports from tribunews.com, namely July 24 and 25, 2019.

In both reports, tribunews.com narrated the causes of the oil spill along with the narrative of the restoration made by PT PHE. In the news, tribunews.com narrated it by using the word "*mengatasi*" (overcome) in the news on July 24, 2019 and "*menangani*" (handle) on the news on July 25, 2019. The narrative of the restoration was useful to obscure negative public opinion to PT PHE regarding the oil spill. According to Aris et al (2018) restoration narratives can be used to reduce the risk of shock, panic and public concern about what is happening.

In the above diagnose cause, it can be concluded that the cause of the oil spill was a leak in the YYA-1 PHE ONWJ well. The addition of this narrative proved that tribunnews.com tried to report the causes with positive issues because the two reports above were reported in July, which that month the crisis was occurring.

In addition, in the diagnose cause there is a framing regarding the Image Restoration strategy, namely mortification. PT PHE's mortification strategy is to apologize and be responsible for handling and overcoming oil leaks in the YYA-1 PHE ONWJ well. This was proven by PT PHE involving a company from the United States, Boots & Coots, to handle the PHE ONWJ oil spill. Mortification strategies can help PT PHE maintain its image in the public. According to Haigh & Brubaker (2010) mortification can maintain a positive perception of society regarding the issue that is currently happening.

Furthermore, the stage of make moral judgment has been carried out by analyzing the reasons or arguments that support the statement of the impact of the PHE ONWJ oil spill. Tribunnews.com highlight statements made by representatives of community leaders, organizations and governments affected by the oil spill. This highlight was included in the news on tribunnews.com on July 23, and July 29, 2019.

The impact of the oil spill which caused fishermen's catch to drop drastically was highlighted by tribunnews.com in a statement from Timin, the head of Tirtasari who also represented the fishing profession north of Karawang Beach. Secretary General of Kiara, Susan Herawati responded that the spill was detrimental to fishermen because it made fishermen unable to go to sea. The last statement was made by the Regent of Karawang, Cellica Nurrachadiana, also commented that Cellica was concerned about the health of the people affected by the oil spill.

Based on several arguments expressed regarding the impact of the oil spill in tribunnews.com, it can be concluded that the oil spill is detrimental to the residents, especially those who work as fishermen, besides that oil spill also have an impact on the environment. These arguments were listed in the news on tribunnews.com on July 23 and July 29, 2019.

The last stage, namely treatment recommendation, analyzes what solutions are offered to solve the problem. At this stage tribunnews.com emphasizes that PT PHE has started to solve the problem by making repairs and restoring the areas affected by the oil spill. The solution was found in six reports of tribunnews.com from August 8, 2019 to January 16, 2020.

First, strengthening the treatment recommendation aspect is found in the six news title of tribunews.com on August 8, September 14, September 20, September 29, October 26, 2019 and January 16, 2020. According to Kriyantono (2008), a news title or headline is the first article read by audiences or readers. Basically the headline is a reflection of the content of the news that will be published (Aris et al., 2018). Referring to these various explanations, of course, it is clear that the essence of the solution in the news title on tribunews.com is that PT PHE is making repairs and restoration of the areas affected by the oil spill.

Second, strengthening the treatment recommendation aspect is also found in the contents of the six reports of tribunews.com. On the news on August 8, 2019, PT PHE through PHE ONWJ has provided health service facilities for affected residents. In this news, the solution that tribunews.com shows is the provision of health service facilities to affected residents.

On the news on September 14, 2019, PT PHE has also paid the initial stage of compensation to residents affected by the oil spill. In this news, the solution that has been raised is the payment of compensation to the people affected by the oil spill.

On the news on September 29, 2019, PHE will make recovery through the company's CSR program. The solution to this news that tribunews.com highlighted was that PT PHE promised to carry out a recovery that included 4 aspects, including environment, health, education and economic empowerment.

On September 20, 2019, PHE committed to restoring the environment affected by the oil spill. In this news, the solution shown by tribunews.com is that PT PHE will restore the affected environment by replanting mangroves and transplanting coral reefs.

Furthermore, in the news of tribunews.com on October 26, 2019, the solution highlighted by tribunews.com regarding the completion of the response to the PHE ONWJ oil spill. This was proven by tribunews.com narrating the symbolic handover of key posts from PHE to the Regent of the Kepulauan Seribu.

The last, on the news on January 16, 2020, tribunews.com highlighted the aspects of solving the problems that occurred by narrating the quality of water in the operational waters of PHE ONWJ. Quoting from tribunews.com, the result of a study by the Ministry of Environment and Forestry and IPB University stated that seawater had met the quality standards according to Ministerial Decree 51 of 2004. The water in PHE ONWJ's operational waters was not contaminated with crude oil from the leak of the YYA-1 well.

According to the explanations above, it can be concluded that PT PHE has made a solution by making repairs and restoring the areas affected by the oil spill. In the treatment recommendation stage, there are also two framing of image restoration strategies, namely compensation (one of the models of reducing offensiveness) and corrective action.

The first is a reducing offensiveness strategy in the form of a compensation strategy. The compensation strategy is a form of company persuasion by providing compensation to affected economic actors (Muralidharan et al., 2011). The strategy used by PT PHE was contained in the news on [tribunnews.com](http://tribunnews.com) on September 14, and 29, 2019. PT PHE has made compensation payments to residents affected by the oil spill. The compensation payment is a form of compensation to the residents, so that the affected residents does not judge negatively about the handling carried out by PT PHE. In the research of Haigh & Brubaker (2010), reducing offensiveness strategies are considered effective in dealing with a crisis because this strategy can protect the trust and image of the organization in society.

The second strategy is the corrective action strategy. This strategy is used by PT PHE to restore its image with the actions to repair and overcome oil leaks. In this framing, the corrective action strategy was included in the news on [tribunnews.com](http://tribunnews.com) on August 8, September 20, September 29, October 26, 2019 and January 16, 2020. PT PHE's corrective action strategy framing includes providing health services for address public health problems due to the impact of the oil spill. PT PHE is replanting mangroves and transplanting coral reefs that have been damaged by the polluted environment. PT PHE is also carrying out restoration of the affected areas by creating a CSR which includes 4 aspects, namely environmental restoration, health, education and economic empowerment. PT PHE has also succeeded in reversing the water quality as before in the previously polluted PHE ONWJ operational waters.

In this framing, PT PHE often uses corrective action strategies to deal with its crisis. PT PHE deemed the strategy appropriate to be used to overcome its crisis. In accordance with the research from Muralidharan et al in 2011 regarding the image restoration strategy used through BP social media in handling the oil spill in the Gulf of Mexico. In Muralidharan et al (2011) research, the corrective action strategy plays an important role by consistently spreading information about the development of good handling by the company. The corrective action strategy is also the right strategy for dealing with an organizational crisis issue because it can prevent negative issues from growing (Purworini, 2017). PT PHE's corrective action focuses directly on the recovery of communities affected by oil spills, this can minimize the response of anger, dissatisfaction and community fear.

PT PHE deemed the strategy appropriate to be used to overcome its crisis. In accordance with the research from Muralidharan et al in 2011 regarding the image restoration strategy used through BP social media in handling the oil spill in the Gulf of Mexico.

#### **4. CONCLUSION**

From the framing study of the PHE ONWJ oil spill, which was reported on tribunnews.com, it shows that tribunnews.com reported the causes of the oil spill with a positive issue. The news is the result of the mortification strategy that has been implemented by PT PHE. In the tribunnews.com framing PT PHE also uses a compensation strategy (a model of reducing offensiveness strategy) by making compensation payments to the affected communities. Furthermore, PT PHE also uses a corrective action strategy, this strategy is used to restore PT PHE's image by making repair and overcome oil spills. Various strategies - these strategies are written in the news.

There are 3 strategies that stand out, namely mortification, compensation, and corrective action. However, PT PHE's corrective action strategy is more often used to respond to crises because it can raise positive issues, protect its image, and eliminate negative perceptions of the company. This study has the limitations of using only one online news portal. So that further research is expected to use more than one online news portal. In addition, in future studies, discourse analysis can be used to find out more deeply which image restoration strategy PT PHE uses.

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